

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer implemented method that refreshes an on-going electronic auction at a server, comprising the steps of:

determining whether a sponsor determined auction parameter generated by a sponsor of the auction has been changed while the auction is on-going, the sponsor determined auction parameter not including bid information derived from an input received from any auction participant; and

automatically generating a communication that causes a refreshing of a representation of the auction at a browser of an auction participant if when it is determined that the sponsor determined auction parameter has been changed.

2. (Previously Presented) The method as defined in claim 1, wherein the determining step further comprises determining if an indicator has been set at the server to indicate that an auction parameter has changed.

3. (Previously Presented) The method as defined in claim 2, wherein the indicator determining step further comprises refreshing an updater object; and determining if the value in the refreshed updater object indicates that an auction parameter has changed.

4. (Previously Presented) The method as defined in claim 1, wherein the determining step further comprises receiving a communication from the server indicating that an auction parameter has changed.

5. (Previously Presented) The method as defined in claim 4, wherein the determining step further comprises the step of determining if the communication is from an authorized party.

6. (Original) The method as defined in claim 1, further comprising the step of displaying a notice that web page content has been changed.

7-10. (Cancelled)

11. (Currently Amended) A computer program product having computer readable code embodied on a computer readable medium that when executed by a computing system refreshes an on-going electronic auction, the computer readable code comprising:

code that determines whether a sponsor determined auction parameter generated by a sponsor of the auction has been changed while the auction is on-going, the sponsor determined auction parameter not including bid information derived from an input received from any auction participant; and

code that generates a communication that automatically refreshes causes a refreshing of a representation of the auction at a browser of an auction participant if when it is determined that the sponsor determined auction parameter has been changed.

12. (Previously Presented) The program product as defined in claim 11, wherein the code that determines further comprises code for determining if an indicator has been set at the server to indicate that an auction parameter has changed.

13. (Previously Presented) The program product as defined in claim 12, wherein the code that determines if the indicator has been set comprises code for refreshing an updater object; and determining if the value in the refreshed updater object indicates that an auction parameter has changed.

14. (Previously Presented) The program product as defined in claim 11, wherein the code that determines further comprises code that receives a communication from the server indicating that an auction parameter has changed.

15. (Previously Presented) The program product as defined in claim 14, wherein the code that determines further comprises code for determining if the communication is from an authorized party.

16. (Previously Presented) The program product as defined in claim 11, further comprising code that displays a notice that web page content has been changed.

17-20. (Cancelled)

21. (Currently Amended) A system that refreshes an on-going electronic auction, comprising:

a computer server component that determines whether a sponsor determined auction parameter generated by a the sponsor of the auction has been changed while the auction is on-going the sponsor determined auction parameter not including bid information derived from an input received from any auction participant; and

wherein the computer server a component generates a communication that automatically causes a refreshing of ~~refreshes~~ a representation of the auction at a browser of an auction participant when if it is determined than the sponsor determined auction parameter has been changed.

22-23. (Cancelled)

24. (Previously Presented) The method as defined in claim 1, wherein the sponsor determined auction parameter comprises one of a details of a product being auctioned, bidding options, or attachments that describe the product being auctioned.

25. (Previously Presented) The computer program product as defined in claim 11, wherein the sponsor determined auction parameter comprises one of a details of a product being auctioned, bidding options, or attachments that describe the product being auctioned.

26. (Previously Presented) The system as defined in claim 21, wherein the sponsor determined auction parameter comprises one of a details of a product being auctioned, bidding options, or attachments that describe the product being auctioned.